City & Guilds Endorsement

Policy

Policy for Endorsement of 3rd Party Products

This policy provides information on our endorsement

process and the qualifying criteria, along with contact

Email address should you wish to apply

Version 3.0

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For internal and external use

# Introduction

A City & Guilds endorsement provides recognition of 3rd party learning materials (print or digital) that support the achievement of a wider learning programme of learning that may be linked to a City & Guilds qualification or apprenticeship.

The aim of the endorsement process is to provide support to City & Guilds’ customers (and learners undertaking City & Guilds’ qualifications or apprenticeships) by recognising 3rd party products that are appropriate and meet City & Guilds’ endorsement quality standards.

In addition, the endorsement adds value to the products for the 3rd party and its customers. City & Guilds’ endorsement indicates that 3rd party products have been rigorously evaluated to ensure they meet our endorsement criteria.

Endorsement does not mean, however, that a resource is essential to achieve a City & Guilds qualification or that it is the only resource available

### Purpose

The purpose of this policy is to define the process and criteria upon which City & Guilds will endorse 3rd party products. The policy ensures that any endorsement:

* provides support to City & Guilds centres or candidates undertaking City & Guilds’ qualifications or apprenticeships
* recognises products that are appropriate and meet City & Guilds’ quality standards
* adds value to the product for the 3rd party, its customers, and City & Guilds.

### Scope

This policy covers the extent of the City & Guilds’ endorsement service. This service applies to products produced by a 3rd party that could support achievement of a City & Guilds’ qualification or apprenticeship. They could be a bespoke learning resource, such as:

* Textbooks, Tutor Packs and other similar printed materials
* e-learning resources, and other material supplied digitally.

It does not apply to:

* Revision guides (print or digital)
* sample assessment materials in any form
* resources that are essential for completing the qualification.

**3 Endorsement process**

The following section details the quality assurance process that City & Guilds will undertake when endorsing 3rd party products.

**3.1 Statement of interest**

Any 3rd party seeking endorsement of a product should approach City & Guilds at the earliest opportunity, ideally when the product is in its development phase. The initial approach must include:

* the nature and purpose of the product
* the potential market for the product
* the service standards and market position of the 3rd party.

**3.2 Application**

Based on an evaluation of the initial information received, City & Guilds may then invite the third party to submit an application based on our endorsement criteria (which are listed in Section 3.4.1) along with the review fee, to be notified at the time.

**3.3 Review (feedback and actions)**

The application will be passed to appropriate reviewers appointed by City & Guilds for evaluation. The review process is two-fold, considering various technical requirements as well as subject relevance referenced to the endorsement criteria.

The reviewers will complete and submit their findings and recommendations back to City & Guilds. Where actions are required, these will be communicated to the 3rd party and must be completed before endorsement can be granted.

**3.4 Approval**

City & Guilds will then determine whether to endorse the product considering the reviewer feedback and communicate the decision to the 3rd party. If this is successful, a Trademark Licence will be drafted outlining the terms of the endorsement between the third party and City & Guilds.

City & Guilds reserves the right not to endorse a 3rd party product if it does not meet our endorsement criteria, or if it is deemed an inappropriate product.

**3.4.1 Endorsement criteria**

Where a product is being considered for endorsement by City & Guilds the following criteria will apply:

* The extent to which the product matches the specification of the relevant City & Guilds qualification or apprenticeship and/or broader learning objectives, where applicable;
* The extent to which the level and approach of the product are suitable for the intended audience and its purpose (in line with its nature and medium);
* Whether the product is accurate and up-to-date and for digital products, fully functional;
* Whether the product is clear and logical;
* The extent to which it meets good practice in learning design;
* The regularity with which the product is updated;
* Whether the 3rd party is stable and credible.

To determine this, the reviewer will be asked to respond to the following questions:

1. Does the product map specifically to the qualification or apprenticeship, in terms of its content, level and learning objectives?
2. If not, which areas should be added or developed in greater depth or detail?
3. If the product is more topic-based or thematic, does it suit the intended purpose?
4. Is the product accurate and up-to-date in its content?
5. Does the product indicate any links to relevant industry standards? If so, are these links appropriate and up-to-date?
6. What are the strengths and weaknesses of the product from a City & Guilds perspective?
7. Does the reviewer have any reservations in recommending the product to a member of the intended audience? Can they identify any possible adverse effect(s) on learners or potential learners doing a qualification if applicable?
8. Are illustrations and/or other visual material accurate and relevant?
9. Are there more appropriate products in the market that would support the teaching and learning more effectively? Which ones?
10. Are there any other areas on which the reviewer would like to comment?
11. Is the structure clear and logical?
12. Is the style, presentation and language level suitable and accessible for the intended market?
13. Does the stated functionality work and depend only on reasonable system requirements?
14. Does this product employ appropriate learning design strategies?
15. Does the product make any claims about improved grades of pass rates?

**3.5 City & Guilds logo and guidelines for use**

Once endorsement is confirmed, The “City & Guilds Endorsed” logo will be provided by email. The terms of use thereof are as set out in the trademark licence and in any further guidelines sent to the applicant by City & Guilds.

**3.6 City & Guilds Disclaimer**

The following phrase (or such wording as agreed in the trademark licence) must be inserted into the product which carries the City & Guilds endorsed logo.

‘Whilst the organisation has taken all reasonable care in the preparation of this resource/material/product, the organisation makes no representation, express or implied, regarding the accuracy of the information contained in this resource/material/product. Neither the organisation, nor the City and Guilds of London Institute, accept any legal responsibility or liability for any errors or omissions from the book/resource/product or the consequences thereof.’

**3.7 Contact Details to make an enquiry**

[endorsement@cityandguilds.com](mailto:endorsement@cityandguilds.com)